

First Impressions

Wellington, KS



K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



- Park City asked for First Impressions, we asked Wellington as its partner.
- Kelly Ford and Shane Shields received City Council approval and Kelly enlisted volunteer visitors.
- I trained the volunteers about the visit and survey and took photos of Wellington on December 5.
- Five Park City visitors came in three cars and returned surveys in January. (see Compiled Report)
- Results are presented tonight. (~~Feb 27~~, March 7)
- Wellington uses the report to continue conversations and planning.

Why: First Impressions?

- **Feedback:**

How does a first-time visitor view my town?

- Evaluate successes,
- Set goals and priorities for next steps.

- **If you don't agree with the observation:**

- *Be curious*, Why does the visitor see it this way?
- Is the observation worth considering?
- What can we do to change it– or the perception?

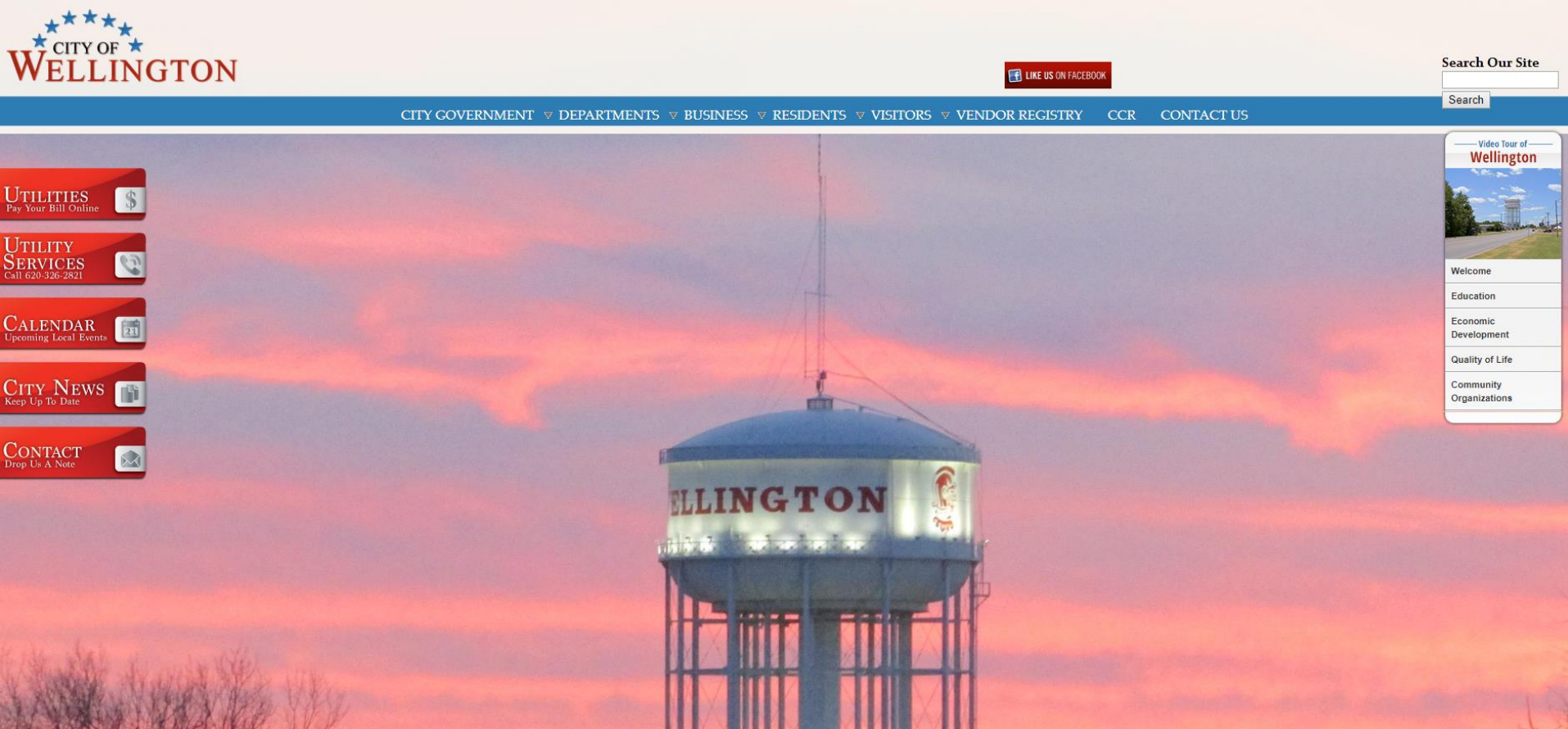
Curiosity: A strong desire to know or learn something.

-Oxford Living Dictionary

- 2010 Census Population 8,172
(Down 5.5% since 2000*) **KS= +6.1%**
- 2017 Estimate is 7,878
(Down 8.9% since 2000 **KS= +8.4%**)
- 90.8% high school or GED, 19.5% college educated,
– **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate is 16.1% **(KS=12.8%)**
- Median Age 38.6 years **(36.3)**
- Median household income is \$42,350 **(\$55,477)**

* 2000 Census was 8,647

- **Website**
 - <http://www.cityofwellington.net/>



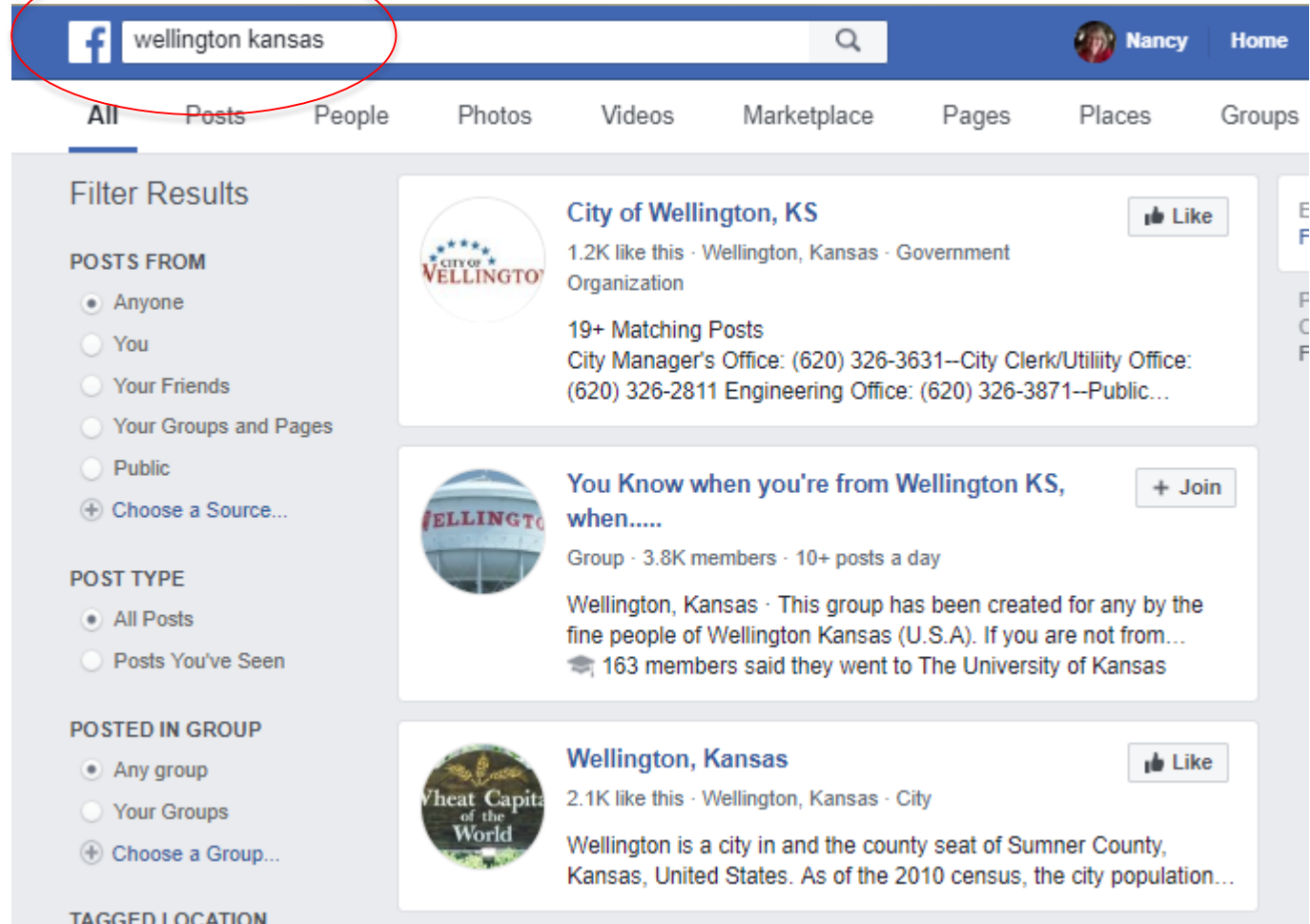
- **Website**

- <http://www.cityofwellington.net/>
- I found plenty of info on the Wellington City site.
- There are lots of websites about Wellington.
- The mobile site is a little difficult to read because of the photos in the background. It would be nice to have the headshots of employees on the website. There is not very much information about the senior center online.

- **Facebook** <https://www.facebook.com/cityofwellington/>

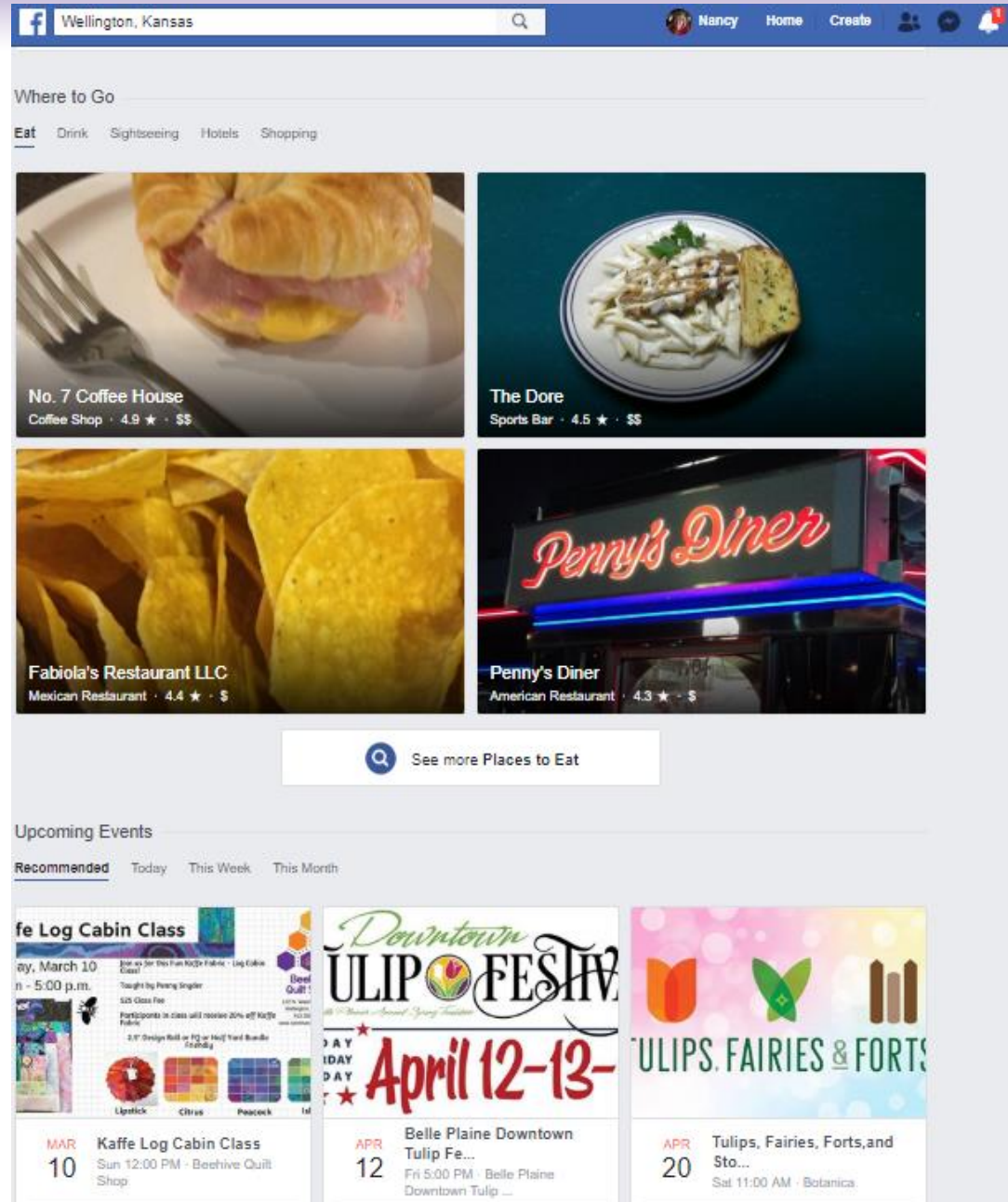


- **Facebook**
 - Others at

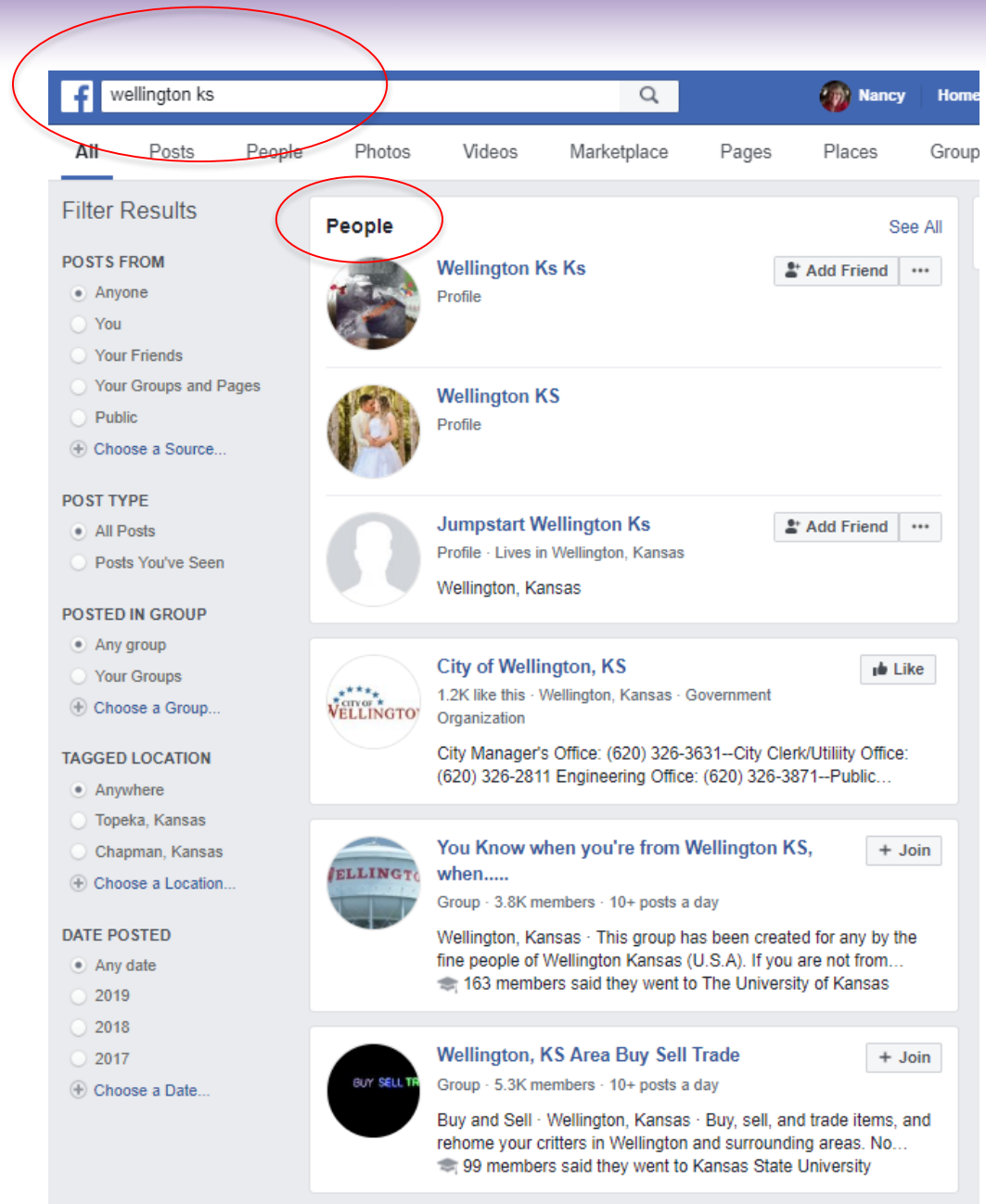


- **Facebook**

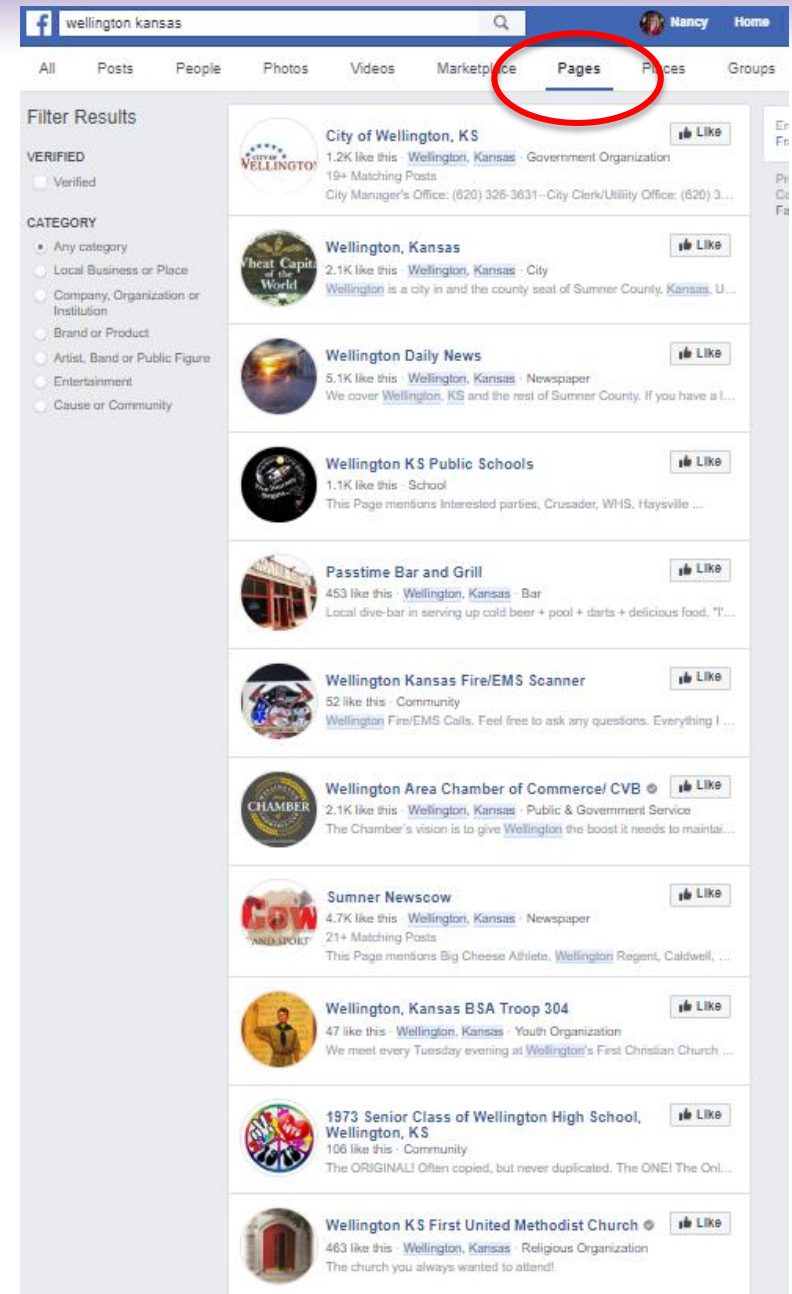
A Fb generated page.



- **Facebook**
– Others at



- **Facebook**
 - Pages and pages of Wellington Pages!
 - *An opportunity for co-marketing.*



“Five-Minute” Impression

- Saw signage for museums. New community college. Many retail services.
- The landscaping on the main entrances was good, as was the signage.



“Five-Minute” Impression

- A variety of businesses. Clean surroundings. Buildings were in generally good repair.



“Five-Minute” Impression

- Main thoroughfares were clean and kept up. Driving off the beaten path, homes were in need of paint, there was yard clutter, streets needing repair, and no sidewalks or curbs.



“Five-Minute” Impression

Main thoroughfares were clean and kept up. (often)



“Five-Minute” Impression

- Cotton fields! They were beautiful. I don't know if Wellington is well known for cotton fields...This stood out as one of the most beautiful things about Wellington.



Downtown Business Area

- The two-story buildings generally needed renovation.



Downtown Business Area

- Impressed with the toy/quilting shop and how well-kept it was.
- The hardware store needed paint and remodeling.



Downtown Business Area



Downtown Business Area

- Old buildings were repurposed into small boutiques.



Downtown Business Area

- A variety of services: Doughnut shop, coffee shop, bar, quilt store, banks, visitors center, churches.
- The area looked busy, lots of cars downtown



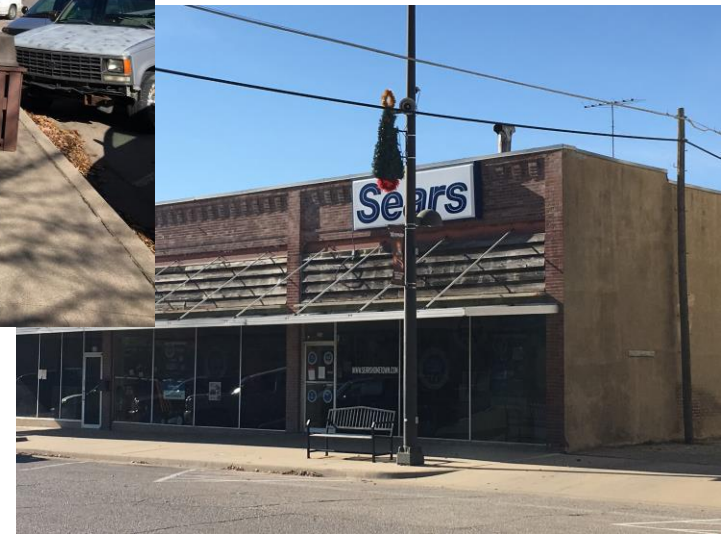
Downtown Business Area



- A typical Kansas town. Older, but well-preserved. Some vacancies, but didn't feel deserted.
- A highlight was Bee Creative Toys and Beehive Quilt shop. Very nice updated store, consistently busy and had great merchandise.
- Greeted every time. Very friendly.

Amenities

- Parking was easy and adequate.
- I saw benches and trash receptacles.
- Not many benches.



Other Retail Shopping Areas

- Other shopping was on Highway 160 and had easy access.
- Could use more landscaping.
- A branded business structure was replaced by other small businesses.



Industrial Parks/Commercial

- The big industrial park was on north on A Street. TECT was a big presence. All areas well maintained. There was some new construction which is always a good sign.



A drive-by is not how industry will find you, your economic development director will list your site on LocationOne @ Kansas Department of Commerce.

- “Entrepreneurs who choose to start their small businesses are responsible for 63 percent of net new jobs created in the United States every year.”*
- Global marketing makes your town accessible to purchases all over the world.*

- There is a county medical center with emergency services.



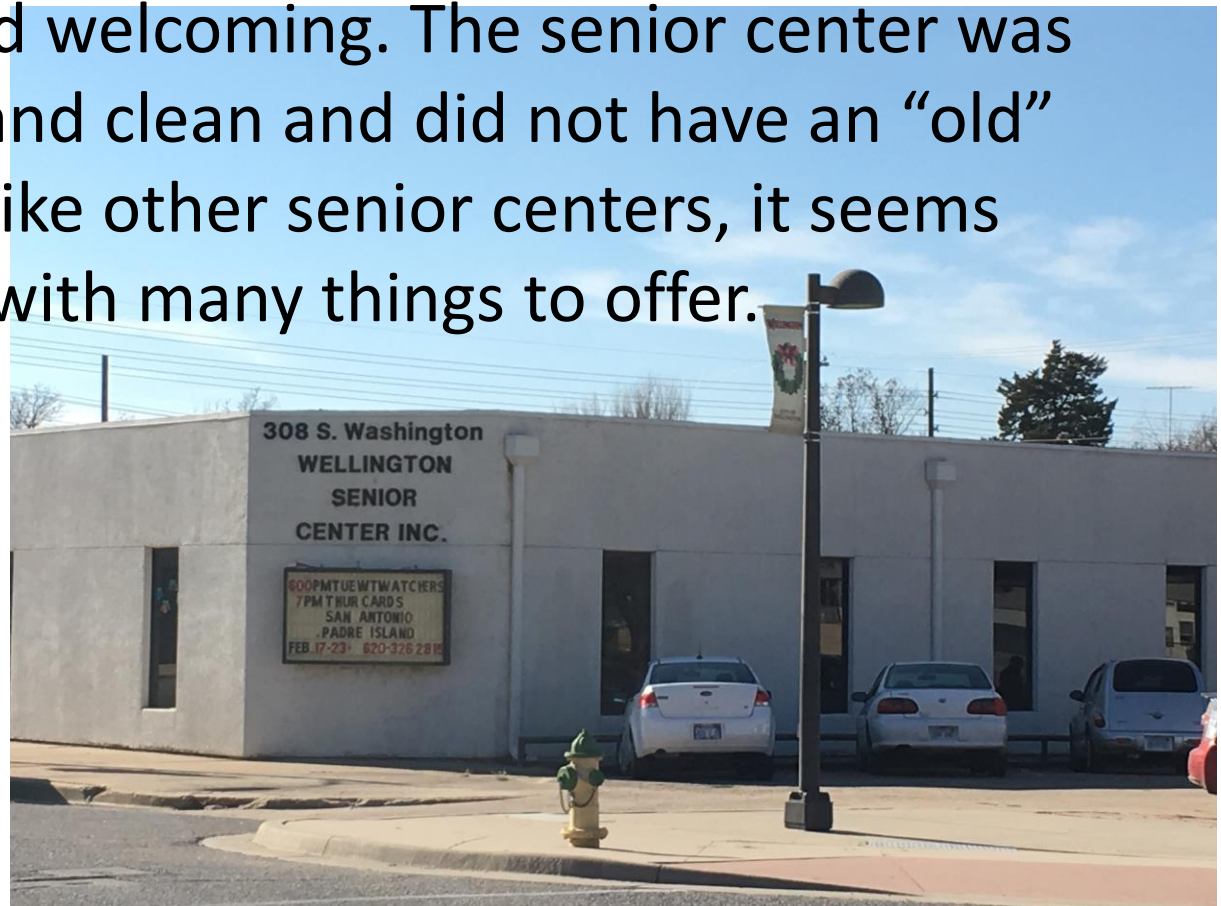
- There are many medical, dental, chiropractic and optometrist services available.
- Mental Health, Family Health Complex.



- Two long-term nursing facilities.



- I was very impressed with the Wellington Senior Center. The director was not there, but board member Mary Lou gave me a tour and was very informative and welcoming. The senior center was very spacious and clean and did not have an “old” look about it. Like other senior centers, it seems underutilized; with many things to offer.



- I saw houses for sale in all parts of the town. The houses for sale ranged from large family homes to the smaller 2-bedroom starter homes.



- South of Highway 160, older homes, attractive neighborhood. North of Highway 160, older, small homes, some in need of repair.



Rentals

- The rental properties I observed ranged from 1-BR apartments for approx. \$500 to 2-3 BR homes for \$400-\$600.



Rentals

- Having the Housing Authority housing within walking distance to the Senior Center is a nice partnership.

(Didn't capture the housing photo this comment refers to.)









KANSAS

• Total Housing Units	3,659	
• Total Occupied Houses	3,158 (86.3%)	(89.3%)
• Vacant Houses	501 (13.7%)	(10.7%)
• Owner Occupied	1,989 (63.0%)	(66.3%)
• Renter Occupied	1,169(37.0%)	(33.7%)
• Family Households	59.0%	(65.4%)
• Non-family Hshld	41.0%	(34.6%)

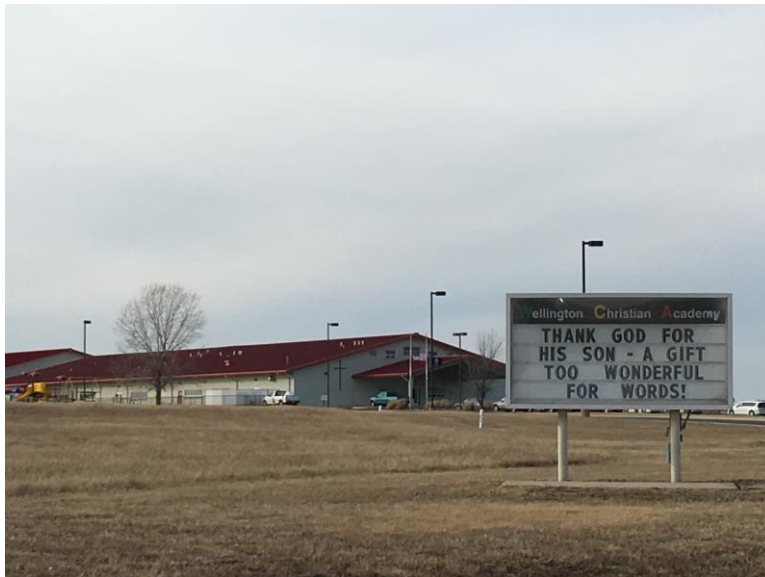
- A comprehensive school system in Wellington including a private school (Wellington Christian Academy) and a presence from Cowley College.











- Yes, a link off the city web site.
- USD 353 has a very detailed website.

Engaging! With comprehensive photos and stories that included diversity of all kinds: activities, ages, and genders.

*“Future-focused
real-world
learning.”*

• Breaking | WMS Leadership Students Benefit Local Food Bank! f t G+ Q

USD 353 - Wellington Ks Public Schools

Administrative Offices - 221 S. Washington, Wellington, KS 67152 / 620-326-4300

HOME EMAIL BOARD OF EDUCATION ▾ JOB OPPORTUNITIES MIXED BAG ▾ NUTRITION CALENDARS ▾ THE NET ▾ ALERTS

HIGH SCHOOL ▾ MIDDLE SCHOOL ▾ EISENHOWER ▾ KENNEDY ▾ LINCOLN ▾ WASHINGTON ▾ DISTRICT ▾ LOGINS ▾ RADAR

8th Grade Lady Knights Are 2019 Patriot League Champions!

By ssturgis | February 22, 2019 - 13:50 | Posted in: WMS

BREAKFAST / LUNCH MENUS
[printable menus](#)

BULLETINS
[WHS // WMS](#)

**USD 353 BOARD MEETINGS
ARE THE SECOND MONDAY
OF EACH MONTH (7:00PM)
@ 221 S. WASHINGTON**

- I saw 2 childcare buildings.



Sumner County Data:

- **Number of Children Under Age 6:** **1,911**
- **Children with all parents in the workforce:** **60%**
- **Desired Capacity of Child Care Centers** **679**
- **Extent that desired capacity meets potential need** **60%**
- **Creating a Child Care Action Plan**

<https://ks.childcareaware.org/wp-content/uploads/2018/12/Draft-Child-Care-Supply-Demand-Action-Plan.pdf>

*Contact ks.childcareaware.org to get access to your local child care specialists.
785-823-3343*

- A large variety of churches and in generally good repair.



- I only saw Christian denominations. If I were of a minority faith I would feel a little out of place.





We ask visitors to look for evidence of church-sponsored community services. It is usual that visitors don't see any, but these visitors had no comments about it either way.



- Saw the Senior Center, the Masonic building, and the VFW Hall. Saw a sign for a Chamber of Commerce meeting.



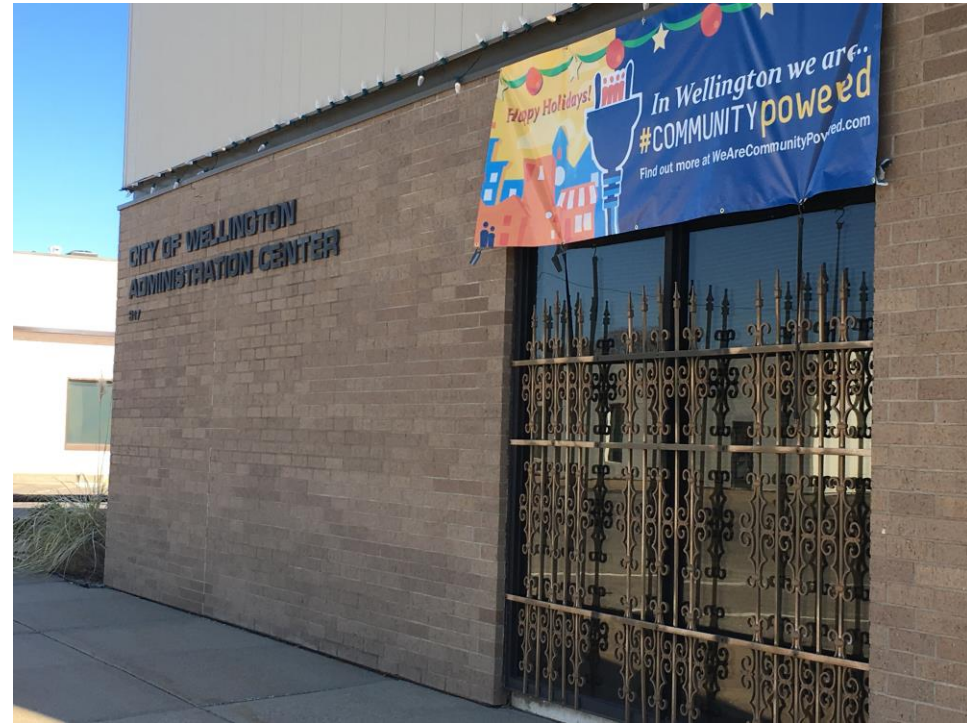
- Saw signage representing VFW, Knights of Columbus, Big Brothers/Big Sisters, and Masonic Lodge.
- Wellington Community Food Bank.



- Sidewalks were minimal on main roads. Many streets on the outskirts of town were not paved, including what I would call a well-used road that leads to Worden Park. Landscaping was unremarkable but the town was very clean.
- In general, away from downtown there is need for some landscaping and streetscaping work done.
- Streets need repair.
- *Don't take your newspaper for granted.*



- I was greeted and asked if I needed assistance. There was info on the town available.

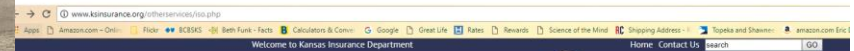


- City Hall was nicely maintained and easy to identify. I was received kindly, but upon asking some questions about the city I was referred to the Chamber building at the other end of downtown (they ended up being closed for training so I was then unable to get the information I needed). They seemed a little preoccupied with business there and unable to answer questions about the city. The woman I spoke with was very nice, but noted they were understaffed and were busy covering for people and that she does not have time to get out and see the city and get to know details about it.

Fire, EMS and Police Services

- Modern fire station and trucks, new police station.
- The first policeman I passed driving on the road was nice enough to wave hello which is a great first impression.





Kansas Insurance Commissioner
Ken Selzer, CPA



Kansas Insurance Department
420 SW 9th Street
Topeka, Kansas 66612-1678
Consumer Hotline: 800-432-2404 (KS only)
Email: iso@ksid.org | Phone: 785-296-3071

- The Department
- Auto/Home
- Health/Life
- Insurance Fraud & Education
- Agent/Agency Services
- Company Services
- Other Services



ISO Public Protection Classification

Most U.S. insurers of home and business properties use Insurance Services Office's (ISO) Property Protection Classification (PPC) in calculating premiums. In general, the price of insurance in a community with a good PPC is lower than in a community with a poor PPC, assuming all other factors are equal.

PPC Program: <https://www.iso.org/program-works/how-the-ppc-program-works.html>

A community's PPC depends on:

1. Emergency communications systems, including facilities for the public to report fires, staffing, training, certification of telecommunications, and facilities for dispatching fire departments
2. The fire department, including equipment, staffing, training, and geographic deployment of fire companies
3. The water supply system, including the inspection and flow testing of hydrants and a careful evaluation of the amount of available water compared with the amount needed to suppress fires
4. Community efforts to reduce the risk of fire, including fire prevention codes and enforcement, public fire safety education, and fire investigation programs

- Good looking library downtown.



- Sports complexes were nice.



- Walking park was very nice. Well lighted with seating. Dog park was nice except no area for small dog separation.



- Worden Park was a VERY nice sports complex. Very clean, had restroom facilities, and well-maintained sports fields (including a model airplane field). It was a little difficult to find because the only sign I saw for it was off a main road but it was further outside the town. The water tower and lights helped guide us there. Also, it seemed a little strange that this nice newer sports complex only had access off of a dirt road.





- 8 or 9 parks, many sports fields, tennis courts, disc golf and an aquatics center



Well-Known for an attraction or event?

- I appreciated the public art which gave the town a sense of place.*



Well-Known for an attraction or event?

- There is a Kansas Wheat Festival in July. A Fall Festival is held in September with a parade.
- Saw light signs for the Wheat Festival. The Glass Museum is also well known through the community.



Natural or manmade features that can draw people?

- They actually have two lakes. Chisholm Trail and Panhandle Railroad Museum.



Visitor's Center

- There is an obvious Visitor's Center and Chamber of Commerce Building. The downtown area has what they called a Welcome Center kiosk outside that had brochures and pamphlets about the city. This was a nice touch and was well stocked with information visitors might want if the Chamber building is closed.



What would bring you back?

- Downtown had interesting shops and restaurants.
- Glass museum is open on weekends and Chisholm Trail Museum is open in summer.
- The lakes?



Most Positive Observations

- I was impressed in the lack of trash around town and several clean-up crews walking the downtown area.
- Friendly and active for a small town.
- Small signs. Friendliness. Everything you need in a town.
- The people at the bar were a mix of old and young. I met an older gentleman who was from another town who came to the bar specifically to eat. Families and young people were walking down main street.
- The cotton fields, the Bee Creative store, the senior center, and a very clean community.

Biggest Obstacles/Challenges

- It is typical older downtown with buildings needing restoration and occupancy.
- Maintaining downtown area. Large business moves in and “mom and pop” stores close down.
- Looks like the downtown area is being redone. It’s a shame. The old buildings are beautiful.
- “Aging well” (some things seemed outdated... roads, stores, etc.)

What will you remember?

- I had been in this town last in 1977 and was amazed by the growth to the north and west.
- Very friendly

What will you remember?

- How nice it is to live in a small town with all the amenities you really need.
- I learned many things about the town from a resident, such as a free recycling and compost pile and that volunteers maintain these programs which cuts down on city costs.

What will you remember?

- I would like to go back in the spring. The winter makes too many things look ugly. I like the wide-open spaces to the west of the town that I saw on the way to the lake. It was peaceful and pretty.
- The cotton fields, the Bee Creative Store, the senior center, and Mary Lou who showed me around the senior center.

Thank our leadership team:

- *Kelly Ford*
- *Brandon Earl*
- *Kevin Dodds*
- *Randy Hein*
- *Missy Curry*

Set Next Steps:

- Which group will lead the discussion?

Contact me if you need resources or have questions:

Nancy Daniels

Community Vitality Specialist, K-State Research and Extension

785.410.6352

nkdaniels@ksu.edu

K-State Research and Extension

PRIDE: <http://kansasprideprogram.k-state.edu/>

- Local communities identify what they would like to preserve, create, or improve for their future and volunteers pull together to create their ideal community future.



K-State Research and Extension

Contact

Nancy Daniels

nkdaniels@ksu.edu

to participate.

Grant Writing Workshops

Grants are a vital piece in your community's funding puzzle...and *you* can do it.

K-State Research and Extension's Community Vitality Team offers grant writing workshops for local communities.

Objectives

- Conquer your grant writing fears and start writing.
- Learn new sources of data to document community needs.
- Learn new sources of grant funding.
- Practice developing the Grant Elements: Problem, Outcomes, Activities, Evaluation, and Budget.

Short Term Outcomes

- 93% have increased confidence to write a successful grant.
- 94% learned new sources of data to document community needs.
- 80% learned new sources for finding grants.
- 91% have increased confidence to develop the elements of a successful grant.



K-State Research and Extension

- **First Friday e-Calls 9:30-10:30 am (CT)**
 - Connecting small businesses and communities with the resources to make them successful.
 - Contact Nancy Daniels nkdaniels@ksu.edu to participate.
 - Previous calls are recorded at <http://www.ksre.k-state.edu/community/business/entrepreneurship/>
 - Community Vitality Calendar of events: <http://www.ksre.k-state.edu/community/>

Kansas Healthy Food Initiative

- **Goal:** Increase access to affordable fresh food and to improve the health and economic development of Kansans and their communities.
- Technical assistance and financing to develop new or renovate fresh food retail in underserved communities throughout Kansas.

<http://kansashealthyfood.org/>

Isabelle Busenitz, ibusenitz@ksu.edu,

KHFI Technical Assistance Coordinator, 785-532-6868




- <http://smallbizsurvival.com/>
– THE SMALL TOWN AND RURAL BUSINESS RESOURCE

NEW! SURVEY	BOOK BECKY TO SPEAK	THE BOOK: SMALL TOWN RULES	SHOP LOCAL EBOOK	SAVEYOUR.TOWN	
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SMALL BIZ SURVIVAL

THE SMALL TOWN AND RURAL BUSINESS RESOURCE




FRONT PAGE	LATEST STORIES	ABOUT	GUIDED TOUR	SUBSCRIBE	PODCAST	CONTACT	RSS	
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WHAT BUSINESS STAGE ARE YOU IN?



Dreaming

For those who are dreaming or planning to start a business of their own. ... [Get started.](#)



Doing & Growing

For those who have a business and have grown to the point that it's

Get our articles plus special bonus emails, a positive view of rural once a week:
Join me and 3546 rural friends.

Newsletters
☒ Small Biz Survival
☒ Positive View of Rural
☒ Building Possibility

JOIN

I will never sell or rent your email.

Resources I like:

- <http://saveyour.town/>
 - Monthly live webinars; available on recording.
 - Pay once and show as many times as you want.
 - Watch parties encouraged.

SAVEYOUR.town

[HOME](#)

[ABOUT DEB & BECKY](#)

[WEBINARS](#)

[TOOLKITS](#)

[WORK WITH US](#)

[I DON'T HAVE TIME!](#)

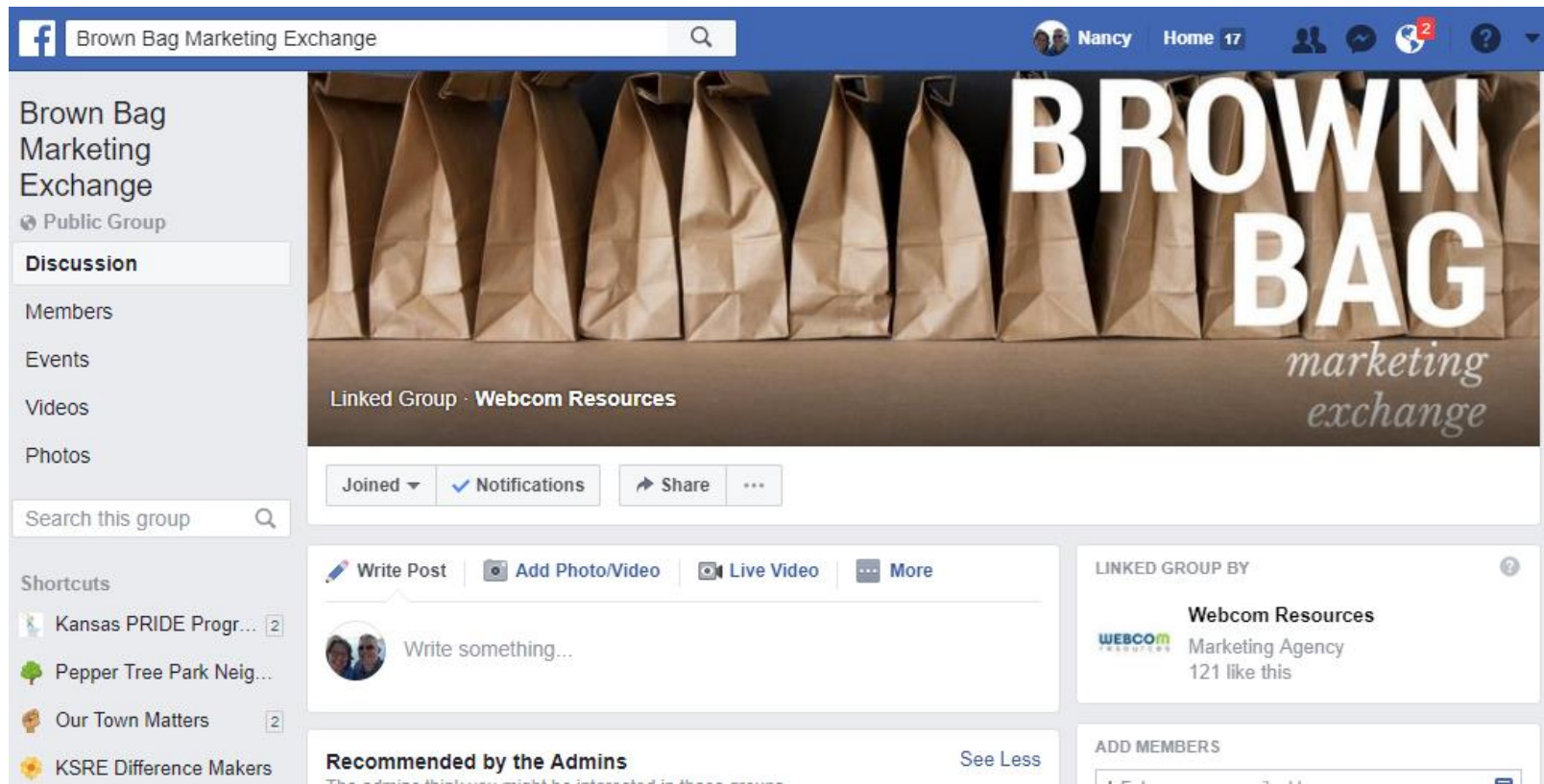
[CONTACT](#)

[MEMBERS LOGIN](#)

A Virtual Tour

When we walk through a small town, we see it differently
And then you see it differently

- <https://www.facebook.com/groups/brownbagmx/>
Brown Bag Marketing Exchange
(Atchison, KS Co-Marketing group)



Ben Winchester, Senior Research Fellow, U of MN

- Brain Gain (30-49 year olds moving to rural) is a “new trend” that has been happening since the 70’s and no one is noticing or talking about it.
- Rural is in the middle of ***everywhere***. You live one place, work another and play another. With transportation and internet, it’s all accessible to you.

Ben Winchester, Senior Research Fellow, U of MN

- 46% of Kansans move every year.
- In a survey of newcomers to rural areas, the reasons they come are:
 - Simpler pace of life
 - Safety and Security
 - Low housing cost
 - ***“A job,” isn’t in the top 10 reasons.***
- “In small towns everyone knows each other.” *false*
- *Get to know each other*, invite them to a newcomers meal.

- If you bring 7 people to a 700 citizen town every year in 10 years you'll have a 10% increase. It matters! It is a challenge with housing, but it is achievable.
- We are our own worst enemies. We have to monitor our customer service and what we say. It matters!
- Don't say, "You have to live here twenty years to be an insider." And don't act like it either.
- Don't buy in to someone else's narrative.
- 1/5 of dollars come from transfer payments—not employers.
- 30% of home owners are 75 or older.

- Housing will be freed up as the baby boomers retire and move closer to medical services.
- Rural communities need retirement housing (not nursing facilities, but maintenance free) to retain seniors.



*- Ben Winchester, Senior Research Fellow,
University of Minnesota*

<https://www.youtube.com/watch?v=ZOLMRJ-jc14>

*Ben Winchester was our guest on the
March 1, 2019 First Friday Call.*

*See the recording at [https://www.ksre.k-state.edu/community/business/entrepreneurship/
\[nkdaniels@ksu.edu\]\(mailto:nkdaniels@ksu.edu\)](https://www.ksre.k-state.edu/community/business/entrepreneurship/nkdaniels@ksu.edu)*

“Few will have the greatness to bend history itself. But each of us can work to change a small portion of events. And in the total of all those acts will be written the history of this generation.”

-Robert F. Kennedy (1925-1968), U.S. Attorney General

Be the change you wish to see in the world.
Mahatma Gandhi

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